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AND NOW WE PRESENT...

Visitors...we had 'em last week; then we also received a number of interesting publications in the mail...got some dope you may or may not have heard before about best times to get media coverage...and heard of a conference or two you might find interesting. Additionally, a few other things happened of note...keep readin'.

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YES, IT'S BEEN HOT

First actual impact statement about the drouth and hot weather left the Department Friday. Previously, there had been state assessments of what was happening around the country but they did not include any comments about effects.

Although expectations are for somewhat lower crop yields because of the heat and dryness, overall effect of conditions will not effect consumers greatly in 1980. That, of course, relates to the nation as a whole...no one is trying to tell anyone it's not hot and dry and rough.

Interestingly, while the heat has been killing several million broilers, some producers are sending more cattle to slaughter than previously planned. So slightly lower broiler supplies are offset by larger beef supplies...making effects of those changes in retail prices so they just about cancel each other out. Anyway...hurry up cooler weather and some rain!

If you want a copy of the report, drop a line to the News Center and you'll be sent a copy...all 50 pages. It's dated Aug. 1.

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PEOPLE SERVING PEOPLE

Speaking of reports, another one you might not get automatically is "People Serving People." It's about women and minorities working in USDA...a full color job in an album format.

There are some pictures of people in the booklet you know... or should know: Karen Ceckowski of the Radio Center; Rufus Wells of the Media Liaison Center; Walter Harrison of the Design Center; and Mara Guerrero of the Media Liaison Center. Yep, they're all with GPA although others from other specialties pictured are from the agencies of the Department. Maybe that's because Milt Sloane of Special Programs in GPA put the book together.

If you want a copy, write "Inside..." and we'll get one to you pronto.

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PEOPLE WE'VE SEEN
BEFORE

Nobody was exactly running into anyone, but we did have a few visitors last week we were happy to see. Dick Fleming, U. of Nebraska, came by to talk about things he and we could work more closely on...among other things.

Connie Crunkleton and Jerry Redding of the Atlanta regional inf office dropped by to consult with AMS, APHIS, FSQS and other folks as they returned from the southern state department of ag inf officers meeting at Harpers Ferry.

Then Art Edwards, formerly with the U. of Missouri, U. of Maine, and Ohio State U. and now with FMC Corporation out of Philadelphia, said howdy and talked about old times.

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NEXT, IT'S NECOSDA

Now comes an announcement from the Northeast Communications Officers of State Departments of Agriculture. Members may have their annual meeting in September at West Springfield, Mass. Jane Phillips, New Jersey, is polling members now to set dates.

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AND THEN NAGC

Nelson Fitton, GPA and this year's prexy of the National Assoc. of Government Communicators, brought us an advance copy of that group's conference plans...to be held at the Shoreham in D.C. Dec. 4-5.

Conference registration fee is \$140 before Nov. 1 and \$155 after for NAGC members; non-members may register for \$165 and \$180 under the same time conditions; students can get in for \$55...as can retired members.

Theme for the conference will be "exploring potentials of govt. communicators," with emphasis on what's happening in govt. comm work. The brochure Nelson brought us bragged that there will be thirty, 90-minute workshops in the 2-day period.

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AND YET ANOTHER...

In October--12-17, to be exact--the University of Indiana will hold the 25th AV institute for effective communications. You can get further information--and details--from Dr. E.L. Richardson, AV Center, Indiana U., Bloomington, Indiana 47405 or call him at (812) 337-2853. This conference has a registration fee of \$395.

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OK...CONFESS!

A mystery is floating around the halls in D.C. this week... what's the source of information carried in several newspapers saying that Americans eat 74 times as much chicken now as they did 40 years ago! The story quotes specialists from the Agricultural Marketing Service (AMS) but AMS knows of no one who made the statement...and even so it's incorrect.

Correct figures on per capita consumption of chicken are 14.1 pounds in 1940; 48.5 pounds in 1979. The story--erroneously--said 1/2 pound in 1940; 37 pounds today.

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COLOR THEM FULLY

We knew it could be done and it's "been did."

A few weeks back, we mentioned the slick, full color reports we'd been receiving from the international research centers around the world. Probably we made it sound as if no one else could do that. (Didn't mean to.)

Now comes a beautiful, 4-color annual report from Auburn U. and its Experiment Station. At first glance, we thought it was another international report...then we saw a character inside who looked familiar. If we're not mistaken, it's Leon McGraw in living color. The book, with typical editorial modesty, doesn't list Leon or any of his staff as writers, photographers, designers or anything, but we'll bet they had much to do with it. Good job too.

Then we got a copy--with full color cover--of "Focus on Montana Agriculture" from that state. Greg Northcutt, Marcia Krings and Fred Sanford are listed as the editorial staff. We panted particularly over the story "Picking Palatable Plants." (Oh well!)

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PIGGYBACKING...NOT
WHAT IT SEEMS TO BE

Stan Prochaska, GPA, returned from the ACE meeting with a copy of Horace Tyler's paper entitled "Piggybacking Communications Research." Horace, from Purdue U., told how ag inf there checked out "farm information--what do farmers think the public should know" by working with the department of ag economics and its project to evaluate the management of market risks.

Maybe you'll want to write Horace at Purdue for a full copy of his report. Basically, folks felt education efforts are most needed on: relationship between farm produce prices and supermarket prices; necessity of farm exports in the U.S. economy; size of investments required in farming; impact of inflation on food processing costs; reasons for using farm chemicals; and effects of foreign ownership of U.S. farmland.

About 60% of the respondents said the best way to get farm messages to consumers was by radio and TV; second best, newspapers.

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TRY IT, DON'T
KNOCK IT

We're not trying to stir up arguments as to which method is best or better...but...Kate Alfriend and Jack Hayes, both of GPA, sent us a clipping the other day that points out: "Friday is usually a slow news day. So, if you want success with a TV event, schedule it for Friday. Send a message of some sort to the station's news assignment editor on Thursday morning...give it some time to be delivered, like 4-5 hours, then call the station and ask for the assignment editor by name. Ask the editor if a camera crew is coming to your event. Chances are pretty good one will."

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LOOKING FOR A JOB

Linda Lee Rousseve from New Orleans is looking for a job in public information somewhere. She's presently on a 90-day assignment as a consultant to the Department of Housing and Urban Development (HUD).

She's had several years' experience in broadcasting, both commercially and in government, has attended the U. of Southwestern La., Southern U. of New Orleans and Xavier & Loyola U.

She can be contacted at 1343 Franklin St., N.E. in Washington (phone: 635-3658 or 755-5277).

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OPENINGS OPEN

Two printing specialists jobs were advertised this week in USDA personnel announcements. One with GPA is for a GS-9/11 to handle forms and job printing. Applicants should contact Pamela Keene, (202) 447-5833, Office of Operations and Finance, Personnel Div., Room 43-W, USDA, Washington, D.C. 20250.

The other job was as a GS-9 with the Food and Nutrition Service. Interested parties should contact Jackie LaBatt, (202) 447-8114 or write FNS, Personnel Div., Room 711, USDA, Washington, same ZIP.

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AWAY THEY GO!

Some travel plans of people you've heard about and might see enroute or at various places include:

Dir. of Science and Ed. Anson Bertrand--August 8, dedication of laboratory at Beckley, W. Va.

Asst. Sec. for Admin. Joan Wallace--August 23, Urban League Guild of Nebraska, Omaha.

Asst. Sec. for Marketing & Transportation Bobby Smith--August 25-26, Med-Fly meeting, San Antonio.

Dir. of Econ., Policy Analysis & Budget Howard Hjort--Aug. 27, conference on future directions for ag., trade and economic stability, Peoria, Ill.

Asst. Sec. for Food & Consumer Services Carol Foreman--Aug. 28, dedication of lab, St. Louis

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ANOTHER MEETING

About 350-400 rural sociologists will gather at Cornell U. Aug. 19-23 for the annual meeting of the Rural Sociological Society. Theme for the meeting is to be "Utilizing Social Research for the Public Interest." Several sessions will discuss communication...and a panel will tackle the subject of issues in communicating scientific research. If we can get some reports of the panel, we'll repeat them for you soon.